



KSHB-TV

ORDER

Print Date 11/01/12 Page 1 of 2

Flight Dates 09/24/12-09/30/12

<u>Contract / Revision</u>	<u>309791</u>	<u>/</u>	<u>Attorney General Chris Koster</u>	<u>Order Sep</u>	00:20:00
<u>Original Date / Revision</u>			<u>Agency Com</u> 15%	<u>Estimate #</u>	9.24-9.30
	10/31/12	10/31/12	<u>Billing Contact</u>	<u>Alt Order #</u>	
<u>Advertiser</u>	<u>Koster / Democrat / Attorney</u>		<u>25 Whitlock Place SW - Suite 201</u>	<u>Billing Type</u>	Cash
			<u>Marietta, GA 30064</u>	<u>Order Type</u>	GENERAL
<u>Agency</u>	<u>LUC Media</u>			<u>Billing Cycle</u>	EOM/EOC
<u>Buying Contact</u>				<u>Billing Calendar</u>	BROADCAST
<u>25 Whitlock Place SW - Suite 201</u>				<u>Demographic</u>	A25-54
<u>Marietta, GA 30064</u>				<u>Rev Codes</u>	POL POL CAND
				<u>Product Codes</u>	PL
				<u>Priority</u>	P-2
				<u>Advertiser Ref</u>	

Primary Account Executive

Tara Washburn

<u>Account Executive</u>	<u>Order%</u>	<u>Start Date</u>	<u>End Date</u>
Tara Washburn	100%		

<u>Order Share %</u>		<u>Market Value</u>
<u>Competing Station</u>	<u>% of Order</u>	<u>Amount</u>
CABLE		%
KCPT		%
KCTV		%
KCWE		%
KMBC		%
KMCI		%
KPXE		%
KSMO		%
UNKWN		100%
WDAF		%

Order Totals

<u>Month</u>	<u># of Spots</u>	<u>Net Amount</u>	<u>Gross Amount</u>	<u>Rating</u>	<u>Start Date</u>	<u>End Date</u>	<u># Spots</u>	<u>Net Amount</u>	<u>Gross Amount</u>
September 2012	29	\$12,516.25	\$14,725.00	0.00	08/27/12	09/30/12	29	\$12,516.25	\$14,725.00
Totals	29	\$12,516.25	\$14,725.00	0.00					

Billing Plan

<u>Totals</u>															
<u>Ln</u>	<u>Ch</u>	<u>Start</u>	<u>End</u>	<u>Inventory Code</u>	<u>Break</u>	<u>Start/End Time</u>	<u>Days</u>	<u>Len</u>	<u>Spots</u>	<u>Rate</u>	<u>Pri</u>	<u>Rtg</u>	<u>Type</u>	<u>Spots</u>	<u>Amount</u>
1	KSHB	09/24/12	09/30/12	NBC Action News at 6a	CM	6-7a	1111---	:30	4	\$350.00	P-2	0.00	NM	4	\$1,400.00
				NBC Action News at 6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	1111---		4			\$350.00		0.00				
2	KSHB	09/24/12	09/30/12	Today Show	CM	7-9a	222222-	:30	10	\$425.00	P-2	0.00	NM	10	\$4,250.00
				Today Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	222222-		10			\$425.00		0.00				
3	KSHB	09/24/12	09/30/12	NBC Action News at 5p	CM	5-530p	11111--	:30	5	\$325.00	P-2	0.00	NM	5	\$1,625.00
				NBC Action News at 5p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	11111--		5			\$325.00		0.00				



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Contract / Revision 309791 Flight Dates 09/24/12-09/30/12Hiatus DatesOriginal Date / Revision 10/31/12/ 10/31/12Order Sep 00:20:00Advertiser Koster / Democrat / Attorne Product Attorney General Chris Kos Estimate # 9.24-9.30

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>													
														Spots	Amount												
4	KSHB	09/24/12	09/30/12	NBC Action News at 6p	CM	6-630p	11111--	:30	5	\$750.00	P-1	0.00	NM	5	\$3,750.00												
NBC Action News at 6p																											
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																											
Week: 09/24/12		09/30/12		11111--		5		\$750.00		0.00																	
5	KSHB	09/24/12	09/30/12	M-F Late News	CM	10-1035p	1-1-1--	:30	3	\$1,100.00	P-1	0.00	NM	3	\$3,300.00												
M-F Late News																											
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																											
Week: 09/24/12		09/30/12		1-1-1--		3		\$1,100.00		0.00																	
E 6	KSHB	09/24/12	09/30/12	NBC Action News at 6p	CM	6-630p	-----S-	:30	1	\$125.00	P-3	0.00	NM	0	\$0.00												
Sa 6-630p																											
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																											
Week: 09/24/12		09/30/12		-----S-		1		\$125.00		0.00																	
Spot		Ch		Date Range		Description		Start/End Time		Weekdays		Length		Rate													
1		KSHB		09/24/12-09/30/12		NBC Action News at 6p		Sa 6-630p		-----Sa--		:30		(\$125.00)													
Credited																											
7	KSHB	09/24/12	09/30/12	Su Today Show	CM	7-8a	-----S	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00												
Su Today Show																											
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																											
Week: 09/24/12		09/30/12		-----S		1		\$175.00		0.00																	
8	KSHB	09/24/12	09/30/12	Sun 8-9a	CM	8-9a	-----S	:30	1	\$225.00	P-2	0.00	NM	1	\$225.00												
Sun 8-9a																											
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																											
Week: 09/24/12		09/30/12		-----S		1		\$225.00		0.00																	
														Totals													
														29 \$14,725.00													